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ABSTRACT

Fashion and Aviation represents a vast field for academic research in which the multiple channels of history, style, and tradition created a lasting impact. From aviation-themed fashion shows to the clothing line designed by Amelia Earhart, the cultures of fashion and aviation have influenced each other significantly. For example, fashion designers have developed uniforms for flight crews designed uniquely for each airline while simultaneously showing the designers' trademark style. Airport terminals themselves exhibit the importance of fashion in several ways, including the diverse, yet sometimes problematic clothing choices passengers make as well as the presence of highly profitable stores for fashion merchandise, such as Gucci and Moncler. This research offers an overview of the diverse elements that together reveal Fashion and Aviation as a distinctive interdisciplinary field, while providing an overview of different areas of Fashion and Aviation. Qualitative research has been done with the focus on the secondary data. Results are revealing the different opportunities for further research, raising the questions of profitability of fashion stores at airports, understanding the impact of fashion apparel on the history of aviation, and answering questions regarding different aspects of flight attendant uniforms.



Left: Amelia Earhart's Fashion
Right: Style of Flight Attendant



OVERVIEW

- Collaborations of airlines with famous designers
- The history of aviation apparel and accessories
- Passenger fashion and flight shaming articles
- The success of popular brands at airports in terms of profitability
- Development of spacesuits over the years
- Impact of COVID-19 on airlines, airports and passengers
- Fashion Week and fashion shows at airports

FASHION TAKES FLIGHT

DELTA AIRLINES

- Delta Airlines has worked with Zac Posen and Lands' End for creating a unique look with carefully chosen colors, such as passport plum, skyline slate, and traveling thistle

AIR FRANCE

- Work with Marc Bohan at Dior in 1960s
- Collaboration with Balenciaga in the end of 1960s, and with Christian Lacroix in 2005

VIRGIN ATLANTIC

- Virgin Atlantic collaborated with Vivienne Westwood, and developed uniforms made out of sustainable material
- Signature hourglass heels from Vivienne Westwood and issues that it causes
- Partnership with Barbie encourages women to choose STEM and aviation careers, and represents the known uniform look

AIRPORTS AND BRAND STORES

- Different fashion stores have shown significant profits at large airports
- Impact of privatization and growth opportunities



Aviator Sunglasses, Bomber Jacket and Scarf

HISTORY OF AVIATION

APPAREL AND ACCESSORIES

- Development of bomber/flight jackets
- History of aviator goggles and sunglasses
- Use of white flights scarves and pilot's watch

AMELIA EARHART

- Amelia's fashion brand created in 1933
- Label with red plane over Amelia's signature, and propeller-shaped buttons

PASSENGER FASHION

- Change of passenger style over time
- Flight shaming articles and management of issues related to passenger's clothing
- Diversity in style of international travelers



Passenger Fashion on a Business Flight

IMPACT OF COVID-19

- Latest airline uniform changes based on COVID-19 needs
- Passengers' comfort level and challenges arising



Impact of COVID-19 on Airports, and Airlines

FUTURE GOALS

- Data analysis for profitability of brand stores at airports
- In-depth research of mentioned topics
- Qualitative analysis of COVID-19 impact

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